

COVER LETTER TEMPLATE

Your Name

###.###.#### | ___@gmail.com | City, State Zip | linkedin.com/in/___

Branding Statement/One-line summary describing the value you bring to the table.

Main skill you want to be known for | Skill | Skill | Certification (Place the skills most relevant to the job description over here)

Date

Dear Hiring Manager, (research and add their name here)

Now, more than ever, good companies need **industry name** experts/professionals who have proven themselves in the field. My experience as a **POSITION** speaks for itself:

- I **resolved xyz challenge 1/achieved xyz result** by **doing something:** (Were you asked to resolve any specific problem or challenge? Did you identify any big hurdles when you took over a role? Think according to the job description and employer's needs. What has the employer asked for? Describe the situation and what you achieved out of it here in a conversational style. Remember it is a success story.)
Start off by describing the problem you faced. Then, describe the actions you took to solve that problem. Conclude with what you were able to achieve as a result of solving that problem.
OR share your track record of achievements related to required skill set.
OR mention how your degree, certification, or other educational program equips you with the skills you need to succeed with that specific business problem.
If you're having trouble thinking about challenges you resolved or results you secured, think about times when you...
 - Made or saved your company money.
 - Saved your company time.
 - Made work processes smoother.
 - Solved specific technical problems.
 - Improved competitiveness.
 - Built relationships/image.
 - Expanded business (geographically, or scope-wise).
 - Retained/attracted customers.
 - Improved morale/test scores.

Moreover, [here's my article that will help you understand how to write your achievements.](#)

- ◆ I **resolved xyz challenge 2 /achieved xyz result** by **doing something:** (Follow the same pattern but keep each success story different from the other}
- ◆ I **resolved xyz challenge 3/achieved xyz result** by **doing something:**

As a **position**, I attribute my success to three factors: (summarize your strengths as a final reminder to the employer). By combining these elements, I (summary of results you achieve) and produce business results that exceed expectations on all levels. I look forward to discussing with you (give a call-to-action) how I can help **COMPANY NAME** reach new heights of business success.

Sincerely,

Name

Enclosure: Resume

Sherlock Holmes

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Delivers \$MM F&B accounts by working with stakeholders to develop customer-tailored sales programs.

National Sales Management | Builds High-Performing Sales Team | Operator & Distributor Relationships | Sales Negotiation

18 January 2019

Dear Chairman,

To thrive in modern competitive markets, leading companies need sales leaders who can effectively collaborate across operator, vendor, and distributor networks to deliver client-tailored solutions and close sales deals. Here are a few highlights from my experience as a **National Accounts Manager**:

- **I ensure long-term growth.** As the Territory Manager at Kerry Americas Foodservice, the main challenge I addressed was retaining our customers in the long term. To do so, I incentivized high-volume accounts to sign long-term, company-exclusive contracts by offering them lucrative benefits, including discounted products. As a result of this strategy, I partnered with 26 new operators and secured 2-3-year contracts for the operators to remain exclusive to our brands.
- **I build high-performing sales teams.** When I joined AVA Coffee & Distribution Services as a Regional Sales Manager, there was no sales infrastructure in place. To rectify this, I recruited an experienced 6-member sales team and built their sales processes from the ground up. Moreover, I implemented Salesforce CRM to capture better business intelligence, drive further process improvements, and improve the management of high-value accounts. Consequently, we were able to surpass the regional sales target by 120% to plan.
- **I execute customer-tailored sales programs.** At AVA Coffee & Distribution Services, I developed a highly successful marketing program with Keurig called the "Executive Suite Coffee Program." We targeted 300+ accounts in 12 marketing blitz campaigns with the end goal of boosting product sales. I led the 5-member cross-country sales team through program execution, offering end-users valuable incentives, such as free product samples. This campaign led to the acquisition of 25 new accounts.

I am confident I can bring similar results **to COMPANY NAME**, adding to your company's exceptional reputation as a premier manufacturer and distributor of food products to the foodservice market. I understand and apply state-of-the-art sales and promotional strategies for continuous portfolio growth and I am strongly focused on building relationships with operators, brokers, manufacturers, and distributors as a primary tool for business development.

May we set up time to talk? I would like to explore how I can help your company tackle its sales and customer retention challenges – and win.

Sincerely,

Sherlock Holmes

Enclosure: Resume